

annual report 2012

BCMD

BHUTAN CENTRE FOR MEDIA AND DEMOCRACY



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BHUTAN CENTRE
for MEDIA AND DEMOCRACY

table of **CONTENTS**

| | | |
|-----|---|----|
| 1. | Message from Chairperson..... | 4 |
| 2. | Message from Director | 5 |
| 3. | About BCMD | 6 |
| 4. | The Year in Review | 7 |
| 5. | Programme Area 1 | 9 |
| 6. | INFOCUS: The SMS Media Literacy Tour | 16 |
| 7. | Programme Area 2 | 17 |
| 8. | INFOCUS: Youth Forum & Tashi Tshomo's Letter to the Editor..... | 21 |
| 9. | Programme Area 3 | 23 |
| 10. | INFOCUS: Media Dialogue | 25 |
| 11. | INFOCUS: Covering Economics and Finance | 26 |
| 12. | Programme Area 4 | 27 |
| 13. | Mosaic of photos from past 5 years..... | 32 |
| 14. | Future Directions: Media Lab, Debate, Radio, Youth Forums..... | 34 |
| 15. | Funding Overview | 35 |
| 16. | Acknowledgement | 37 |

MESSAGE FROM THE CHAIRPERSON

As Bhutan's democracy continues to evolve, so too does the BCMD with its activities. In its mission to nurture a more democratic culture, the BCMD has recognized the need to continually innovate and experiment with initiatives that trigger people's potentials for civic and social engagement. 2012 witnessed a number of these initiatives deliver tangible influences in opening up Bhutanese society to new stories, conversations, and voices.

Strategically, the BCMD began to shift its services to the population with the greatest need, and perhaps potential, for engagement – youth. Formed in 2008 to strengthen democratic discourse, BCMD finds itself increasingly redirecting its energies to the “future citizens”.

This decision has borne fruits: Media Clubs, dedicated to giving youth a voice, were established at four collegiate institutions in Bhutan; bi-annual Media Nomads workshops have inspired a number of youth to investigate and address some of Bhutan's most pressing social issues through storytelling; and the youth forum demonstrated young people's capacity to come up with innovative and collaborative solutions.

BCMD also did not forget older citizens. Its forums on a range of topics from GNH to “freedom of expression” bring together people from all sections of society in dialogue on these challenging topics.

Such conversations serve not only to prompt reflection but also to allow for much-needed debate on how Bhutan should contextualise or

contest these ideas. The publications that resulted from these forums, including the provocative Mi-Khung newsletter, have given the Bhutanese valuable documentation and educational resources for these early democratic years.

We can look forward to even more of these initiatives in 2013. The BCMD has ambitiously planned the establishment of a dynamic learning space in the Media Lab; the production of “edu-tainment” radio content in the national language, Dzongkha, to engage rural populations; and the development of educational resources and curricula to aid teachers. With these initiatives, the BCMD continues to contribute to the maturation of Bhutan's ‘young’ democratic culture.

The Board of Directors would like to thank the BCMD executive director and her staff along with all of our partners who helped make 2012 possible.



BCMD Chairperson
Nancy Strickland

MESSAGE FROM THE DIRECTOR

The Bhutan Centre for Media and Democracy has been privileged to have served the people of Bhutan in the early years of the democratic process. We have reached numerous people in the course of our work, during the first tenure of the first elected government. But we all know that democracy is more than an election, and more than the establishment of institutions.

At BCMD, we share the view that democracy is a daily experience. It requires that we learn to think, to share our beliefs, and that we act on our beliefs to participate in the functioning of society. We become active citizens when we pay our taxes, volunteer, sit on committees and boards, tend to local community needs and development, engage in school, pay close attention to policy matters that determine the future of Bhutan, and interact with our elected and local leaders. In short, we exercise our duty as a citizen of the Kingdom of Bhutan when we make daily decisions that affect our community. These ideas form the core of our work at BCMD.

In 2012, BCMD took several initiatives to deepen our engagement with people, to prompt thinking, and encourage Bhutanese to be active participants rather than spectators of democratic change. The activities piloted include a youth forum for more than 90 young Bhutanese who started thinking about their potential and their responsibilities as citizens and “leaders” of a young democracy. We continued to deepen our own understanding of how to broaden public space in Bhutan through several activities including a workshop for gewog administrative officers posted in our remote corners.

Another is the establishment of a media lab, a learning space for youth to acquire skills like critical thinking and the creation of media to enable them to share their voices through social media, film, writing, and public speaking. For the very young, we created a book on the idea of responsibility and, at the end of the year, we brought together the first workshop to brainstorm themes and ideas for a radio soap series to look closely at some of the challenges and potential of building a Bhutanese democracy. It resulted in a radio script that highlights the tensions of a small society and the aspirations of Bhutanese people for our evolving democracy.

In short, we have planted seeds that we hope will be nurtured into a strong culture of democracy in Bhutan. And for this, we deeply appreciate the generous support of all our partners and supporters. My dedicated colleagues at BCMD deserve mention; we have all personally grown from our experience. We thank each and everyone we have come in touch with on our journey to democracy.



BCMD Executive Professional Director
Siok Sian Pek-Dorji

ABOUT BCMD

The Bhutan Centre for Media and Democracy was established in 2008 in response to the needs of the changing times as Bhutan made the historic transition from a monarchy to a democracy. The centre focuses on building a culture of democracy by promoting and strengthening quality media, building critical thinking skills among media users, and strengthening discourse, research, and educational activities on media and democracy.

Towards a Vibrant Democracy

Everywhere in the world, experience has demonstrated that the building of a democratic culture takes years, even generations. The Bhutan Centre for Media and Democracy seeks to facilitate the process of true democratic development through focused attention on strengthening media and civil society to promote participatory democracy.

Mission

To nurture a culture of democracy by strengthening media, expanding public discourse, and providing essential training and education for key persons who will have a direct impact on Bhutan's democratic transition as it lays the processes and institutions for a newly-formed democracy.

Vision

A vibrant participatory democracy rooted in the values of the Gross National Happiness

Logo

The Bhutan Centre for Media and Democracy logo represents the unique balance between modernisation and tradition. An abstract form referencing a lotus blossom or a range of mountain peaks, the symbol evokes fortitude, aspiration, and new beginning.



■ The core team at BCMD aided by many advisors, youth and partners

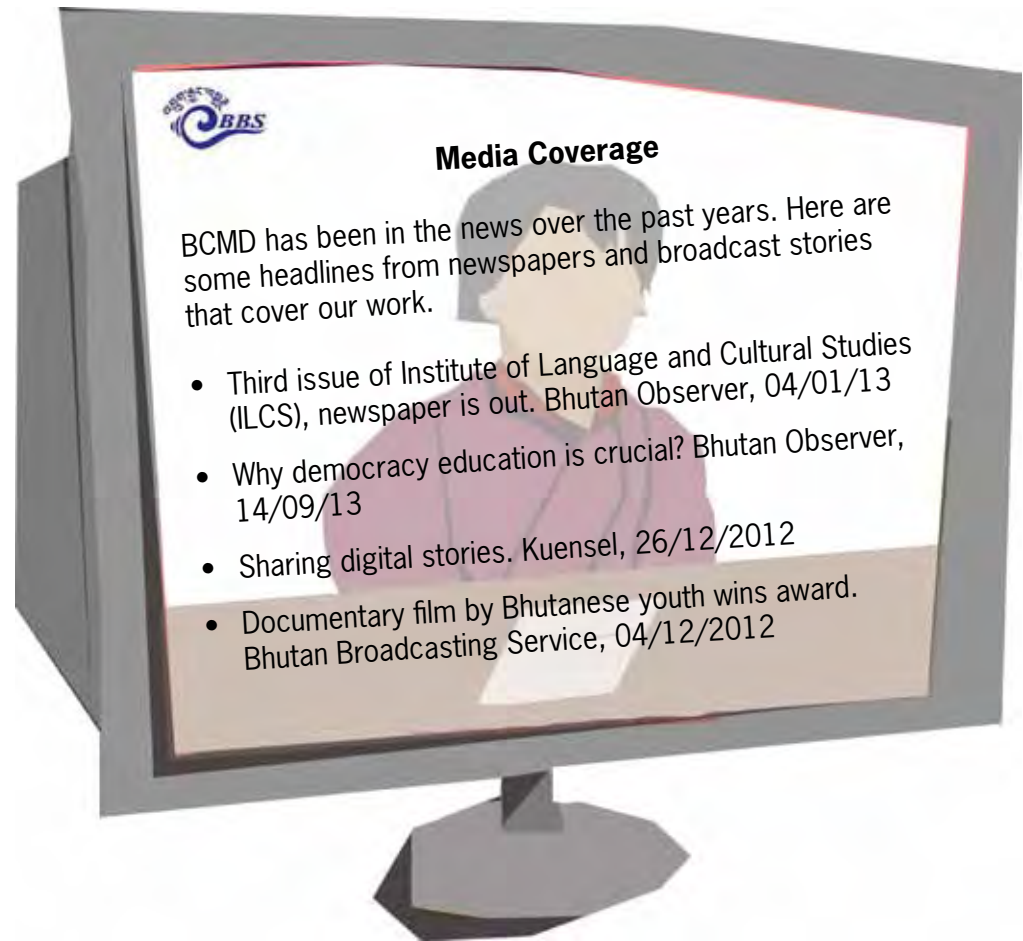
2012 HIGHLIGHTS

Supports **7** Media Clubs across Bhutan,
Over **200** club members &
10 club newsletters published



4 Public forums and a Media Dialogue hosted,
270 participants

Media Nomads



Media Coverage

BCMD has been in the news over the past years. Here are some headlines from newspapers and broadcast stories that cover our work.

- Third issue of Institute of Language and Cultural Studies (ILCS), newspaper is out. Bhutan Observer, 04/01/13
- Why democracy education is crucial? Bhutan Observer, 14/09/13
- Sharing digital stories. Kuensel, 26/12/2012
- Documentary film by Bhutanese youth wins award. Bhutan Broadcasting Service, 04/12/2012



MEDIA NOMADS

8 DIGITAL STORIES, 4 DOCUMENTARY FILMS
(ONE STUDENT WINS INTERNATIONAL AWARD) &
PHOTOGRAPHY PROJECT

To view the documentaries visit our Facebook page or
go to our YouTube page <http://www.youtube.com/watch?v=rz7bH4yTTWY>

Publications on media and democracy

6 NEW publications released including a children's book on democracy, creative non-fiction stories and resource books on media, democracy and active citizenship.



Programme Area 1

STRENGTHENING MEDIA AND DEMOCRACY LITERACY

“ Bhutanese youth have immense potential and it’s our responsibility to provide the skills and platform to garner their potential, and the important role they play in Bhutan. We need to work with partners like BCMD in building strong partnerships, and collaborate with policy-makers and CSOs to help our children realise their potential. ”

Aum Sangay Zam, Secretary, Ministry of Education

We believe that training active citizens requires innovative educational experiences that enable people to find their voices and learn how to use it to bring change. In 2012, we focussed on promoting MDL through our support of school-based Media Clubs, youth media engagement workshops, and teacher trainings.



■ Media club members of Paro College of Education launch their first newspaper 'PCEyes'.



■ Participants receive certificate for attending Media Nomads VI 'Story Telling that Inspires Change'.

Media and Democracy Literacy can be understood in terms of three key competencies:

Critical and Creative Thinking: Democracy depends upon the voice of the people. For people to have a voice guided by wisdom, they need to be capable of thinking critically by questioning the world around them, and to express this voice creatively by way of their own, individual thought processes.

Active Citizenship: A democracy requires open participation – not just voting. To engage in this participation, citizens must first be motivated and capable of engaging in civil discussion and take action in their communities.

An Understanding of the Importance of Journalism in Society: As the so-called 'fourth estate' of governance, media helps to keep the government accountable and the people informed.



Media Clubs

Media Clubs are associations of students and teachers who have a genuine interest in finding the stories of their communities and giving voice to other students. These clubs consist of student journalists who publish quarterly newspapers, host discussions and debates, produce documentary films, and even travel to spread awareness about media's role in society.

(To learn more about how Media Clubs can make a difference, read INFOCUS on the SMS Media Literacy Tour on pg. 16)

“As reporters, students not only become more aware of what's happening, but they begin to ask ‘why’. If there's a problem, they want to look into the causes and investigate. If they can think that way, we can mold citizens capable of raising their voices.”

Ugyen Kelzang, Teacher, Media Club Coordinator,
Jigme Sherubling Higher Secondary School

BCMD currently supports 7 Media Clubs throughout Bhutan

1. Sherubtse Media Society @ Sherubtse College
2. Dangsels @ the Institute of Language and Cultural Studies
3. Kalapinka @ the Samtse College of Education
4. Yangchenphug Higher Secondary School
5. Lungtenzampa Middle Secondary School
6. PCEyes @ the Paro College of Education
7. JigSher @ Jigme Sherubling Higher Secondary School



■ Students learn interviewing skills during Media Nomads 5 workshop

We trained

- 27 Citizen Journalists
- 15 Documentary Filmmakers
- 29 Digital Storytellers
- Issues covered included: homelessness, spirituality, the dignity of farming, the lives of nuns, child labour, and the influence of Korean culture.

Media Nomads

Media Nomads is our flagship media-democracy literacy workshop aimed at giving young people tools and skills to express their ideas and share their stories. During the course of 10 days, we train a cohort of youth in a creative medium - citizen journalism, documentary filmmaking, and digital storytelling in 2012 - through which they build a critical awareness about issues going in Bhutanese society.

As they become responsible media makers, young people start communicating in different ways and understand the importance of active citizenship. At the end of a workshop, we see extraordinary growth in their communication skills, self-confidence, and critical thinking abilities.

"I do feel more confident, that I can say something that most people don't say. I can dig much deeper. Because usually, I'm not a person who feels that I can have my own say."

Anu Chhetri, Student,
Yangchenphug Higher Secondary School

In the News: Our Award-Winning Media Nomad!

Bhuwan Kafey, a Media Nomad and student at Yangchenphug Higher Secondary School (YHSS), put his documentary filmmaking skills to work for a life skill and leadership programme organized by the Global Education and Leadership Foundation based in Delhi.

Together with classmates from YHSS, he shot and produced a film about Bhutan's cultural heritage preservation. The film was recognized for its outstanding quality and received a special award. Great job, Bhuwan!



Picture courtesy: BBS

■ Bhuwan Kafey receives the award for his film

Teacher Trainings

BCMD has partnered with the Center for News Literacy (CNL) at Stony Brook University to run a series of curriculum development workshops to develop learning resources on media and democracy literacy (MDL) that deepen students' critical thinking, build their media production skills, and inspire civic engagement.

During the workshops, resource personnel from the CNL and BCMD introduce Bhutanese teachers to the ideas of news literacy, methods for teaching news literacy, and involve them in the design of lesson plans and activities that teach news literacy – all of which will figure into BCMD's larger curriculum on media and democracy literacy (MDL).

The inaugural workshop held in April 2012 brought together 10 teachers from Royal Education Council (REC) SEED schools, Media Clubs, and youth workers. After an intense week of experimenting with news literacy modules, participants produced 7 lesson plans on “democratic problem solving”, “watchdogging the media”, and “debate and dialogue”.

We will continue to work with teachers and the CNL for the next 2 years as we work towards developing a full-fledged Media-Democracy Literacy curriculum.



Professor Dean Miller of Stony Brook University works with Bhutanese teachers to design lesson plans.

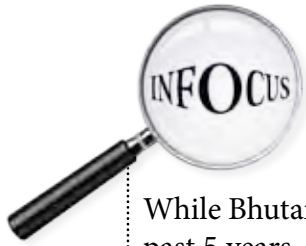
“I usually conduct trainings on Y-Peer based sexual and reproductive health and rights training to youth aged between 18-24. The ideas and concepts I picked up during the workshop was helpful in planning the sessions. I deconstruct ideas and involve more youth participation so that they would understand the concept better. I also encourage them to be media literate ,whereby, they soak up essential news that can help them be informed and responsible citizens.”

Sonam Lhamo, Assistant Manager,
Youth Center-Changjiji



■ Teachers are BCMD's biggest allies. They will take lessons in Media and Democracy to our next generation in Bhutan. Teacher trainees at the Paro College of Education get to know each other in a 'name wave' activity.





The Sherubtse Media Society(SMS) Media Literacy Tour

While Bhutanese media has seen tremendous growth in the past 5 years – growing from 2 to 12 news agencies – people in more remote locations continue to lack consistent access to information. “Because we’re in the East, we receive less news than people in Thimphu,” Karma Tenzin, a Math and Physics student at Sherubtse College said.

After attending a Media Nomads workshop in Summer 2011, Karma, along with 3 other students, felt inspired to organize and form the Sherubtse Media Society (SMS) to bring media literacy to the community. “We realized that media plays such an important role in development, in keeping the people informed,” Karma said. “We wanted to give a platform to students to raise their voice.”

They began by starting the college’s first newspaper, The Tower. To date, SMS has published and distributed 8 editions of the newspaper. Due to the high costs of printing, the club supplements its reporting efforts with weekly announcements of the news during morning college assemblies.

But they weren’t satisfied with creating news alone – they wanted to go broader in their strategy to promote media literacy. “I realized that, growing up, I had such little awareness about media and its role in my life,” Karma reflected. “All I wanted to do was imitate Bollywood stars.” Motivated to bring a more critical awareness about media and its influence to other students, the members of SMS decided to go on a “media literacy tour” of schools – and even shedras

(monastic schools) – in the East.

During these tours, members of SMS lead presentations on the pros and cons of media, its role in a democracy, and then lead inquiry-based discussions to get them to reflect on their relationship with media. “We want to get the youth in rural areas to analyze, to help them understand the media they consume, and even to think about how media helps us transition to a democracy,” Sherub Jatsho, SMS’s current president, said.

Through their tour of 8 schools in the East, Karma and his colleagues have learned a lot. “We used to think that youths in these rural areas were backwards, that they didn’t think,” Karma said. “But they read more than us!” By getting students to critically analyze clips from violent movies, prompting them to speak up, and questioning them about their habits, they could see their awareness grow.

What the Club Has Done

- Led Media Awareness Campaigns @ 8 Schools in Trashigang
- Published and Distributed 7 Editions of their Newspaper, “The Tower”
- Held a Speech Competition on “Natural Responsibility”
- Leads News Reports at Every Morning Assembly

Programme Area 2

EXPANDING PUBLIC DISCOURSE



“ As a citizen, it's high time we think about what else we can do to take the country forward. We have to build citizenship by instilling values through education. Education is the answer to many social issues, and we can do this by curbing the curriculum. ”

Tashi Lhamo, Researcher, Royal Education Council

Aside from voting, one of the most important ways that citizens can participate is through collective deliberation. People need to come together to reason and talk, to make choices with others about ways to approach difficult issues, and to work towards creating sound public judgment.

Through our discussion forums, seminars, and public screenings, BCMD has provided opportunities for this process of collective deliberation to take place.



■ Students learn the finer skills of debating at the Royal Thimphu College (RTC) where BCMD, in collaboration with RTC, piloted a curricula for debates.



■ Youth visioning their future during the youth forum 'Igniting the next generation of active citizens'



■ Around 90 youth attended the youth forum.

Discussion Forums: Using a panel discussion format, and recently the appreciative inquiry format, BCMD conducted 4 forums this year on “the culture of democracy”, “an open society”, “bringing GNH home”, and “youth civic engagement”.

The forums are widely attended and receive regular media coverage and editorial reflection. For those who are unable to attend the forums, we have published and distributed the speeches of distinguished panelists including Dasho Neten Zangmo, Professor Mark Mancall, and journalist Cherian George.

Our Forums in Editorials

One way that we know our forums are creating impact is through the presence of forum content in newspaper editorials. These pieces prompt reflection on the topics engaged during forums for readers throughout the country. Some of the highlights:

Media Coverage on GNH Forum in August 2012

“The challenge for Bhutan is how to marry GNH values with democratic principles. In other words, how do we create GNH consciousness in a democratic environment? This demands democratic education and political awareness, which take us back to education. Educating for GNH programme in the schools could be an answer but more needs to be done outside the formal education system.”

“Bringing GNH Home”, Bhutan Observer (August 31, 2012)

Media Coverage on Media Dialogue in May 2012

“The Constitution may guarantee freedom of expression, but small society syndrome stands as a major challenge for media in getting credible information, as sources prefer to be unnamed. Engaging in the dialogue, Kavi Chongkittavorn, a journalist and a commentator from Thailand, said, media must engage citizens and empower them to ensure the functioning of democracy and good governance, and ultimately, Gross National Happiness (GNH).”

“The irony of the anonymous informant”, Kuensel (May 11, 2012)

Media Coverage on Open Society Forum in April 2012

“The media, which are sometimes considered part of civil society, also have a big role in effecting an open society. How they carry out their civil society role will, however, largely depend on their professionalism and courage. A participant asked how courageous Bhutanese journalists are. The answer to this question will not be easy as long as the media houses in the country remain heavily dependent on the government for their survival and when professionalism is often hindered by lack of resources.”

“How ‘Open’ is Bhutanese Society?”, Bhutan Observer (April 13, 2012)

Learning to Appreciate

When we usually go about 'solving problems', we look at what's going wrong. This negative, deficit-based framing, however, can lead to negative outcomes. "Conflict and confrontation causes people to withdraw into themselves and does not provide a sustainable solution to problems," explained Judy Rodgers, the founding director of Images and Voices of Hope.

Rodgers introduced methods of "Appreciative Inquiry" to a group of 24 journalist, civil servants, Constitutional Agencies and members of Civil Society Organisations during BCMD's 2-day workshop.

Appreciative Inquiry is a method for strategic planning and change that is strength based and it is used to search for the best in people, their organisation, and the world around them. It is based on the understanding that positive images bring positive action.

In the workshop participants learned to use an appreciative lens to inquire into issues using a 4D cycle of 'Discovery', 'Dream', 'Design' and 'Destiny'.

At the end of the workshop, partici-

pants learned how to tackle problems by framing affirmative questions and how they can incorporate AI approach in their day-to-day life.

Kaka Choden, Vice-Principle of the Shaba High School stated that she learned about "...reframing problem

statements into positive statements. I feel it is important because when issues are framed properly in a positive way, the issues can be addressed better and therefore positive responses." Kaka and her teacher colleagues recognized how useful AI is in teaching and getting youth to talk in the classroom.



Building Relationships with Appreciative Inquiry

 Relationship Management Institute

Reflecting Change in Modern Bhutan through Writing

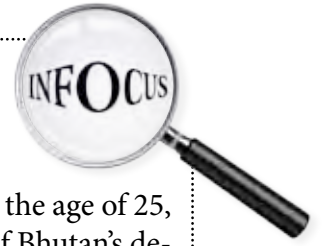
In July, we held our fourth Creative Non-fiction writing workshop, which focused on the theme: Reflecting Change in Modern Bhutan. 15 participants -- writers, reporters, civil society members and students including an engineer, a doctor and a lawyer -- attended the workshop led by Jim Bettinger, a writing coach and Director of the Knight Fellowship at Stanford University. Learning from last year's workshop, this year we had handouts that included chapters from different books written by Bhutanese writers.

Each participant wrote two non-fiction stories which were read and discussed for feedback among the participants themselves. These were then compiled into a publication, Reflecting Change in Modern Bhutan. We strongly believe that reading contemporary stories will encourage others to write and share their stories. Such stories add diversity and plurality of voices that is essential in democratic Bhutan.



■ Reflecting change through personal stories

Youth Forum & Tashi Tshomo's Letter to the Editor (See pg. 22)



With about 60% of Bhutan's population under the age of 25, young people have a huge stake in the future of Bhutan's democracy. What is the potential for young Bhutanese to play bigger roles in their respective communities?

To explore ways of activating young people's civic potentials, BCMD organized and facilitated a day-long youth forum at Hotel Phuntsho Pelri in Thimphu. Rather than strictly focussing on problems and challenges, the forum aimed to work towards constructive and appreciative dialogue about the assets of and opportunities for Bhutanese youth, and how these could be leveraged for positive change in Bhutan.

After a fruitful day of one-on-one interviews, group work, discussions, and Banana dances, participants - ourselves included - left feeling inspired about the potential of this young generation.

As a result of the forum, participants like Tashi Tshomo changed their attitudes about their roles and responsibilities in Bhutan's democracy. Because of the overwhelmingly positive response, BCMD will work towards sponsoring more youth forums within and beyond Thimphu, especially as the 2013 elections approach.

Media Nomad and Sherubtse graduate Tashi Tshomo wrote a thoughtful and inspired letter on Youth Voice that was featured in Kuensel, Bhutan's National Newspaper, on Saturday, December 1st.

Here's what she had to say in a letter to the editor, Kuensel.

MY SAY

Hear the Youth

"Sir,

I can make a difference. This was what I realized after I attended the recent Youth forum on igniting the next generation of active citizens.

We feel encouraged when our voice is heard.

This what exactly every youth in the country feels when we are included and listened to.

However, does Bhutan have enough space for our youth to share views? Is our voice really heard?

We need more open and public forums apart from different websites, where people just pour in their gripe. There is a communication gap between the adults and the youth in Bhutan.

This youth forum that BCMD organized gave some of us youth the opportunity to share and listen to each other.

I figured out that our concerns, interests, and dreams are no different from each other. We share similar vision and the only difference was that we did not have space to discuss and share about it earlier.

Youth unemployment continues to be a major concern among us and we agree on the need to rethink our education systems that just prepares our children to become doctors and engineers to take up government jobs.

There needs to be more encouragement from family members and schools to prepare youth for self-employment.

Often in different workshop and seminars, we end up talking about big visions but without thinking of what to do in practicality to achieve that vision. This forum was special because we practically thought and shared what we as individuals can do to contribute to achieve our visions.

Two categories of people participated in the forum. The first was the youth and the second was a young at heart group.

Lots of learning took place as th young at heart group shared their experience and the youth, their dreams.

Therefore, I also saw the need to include collectivity the young at heart and youth in such discussions. Youth need guidance and they cannot be left to dream by themselves, which remains a dream throughout otherwise."



Programme Area 3

STRENGTHENING MEDIA AS THE “FOURTH ESTATE”

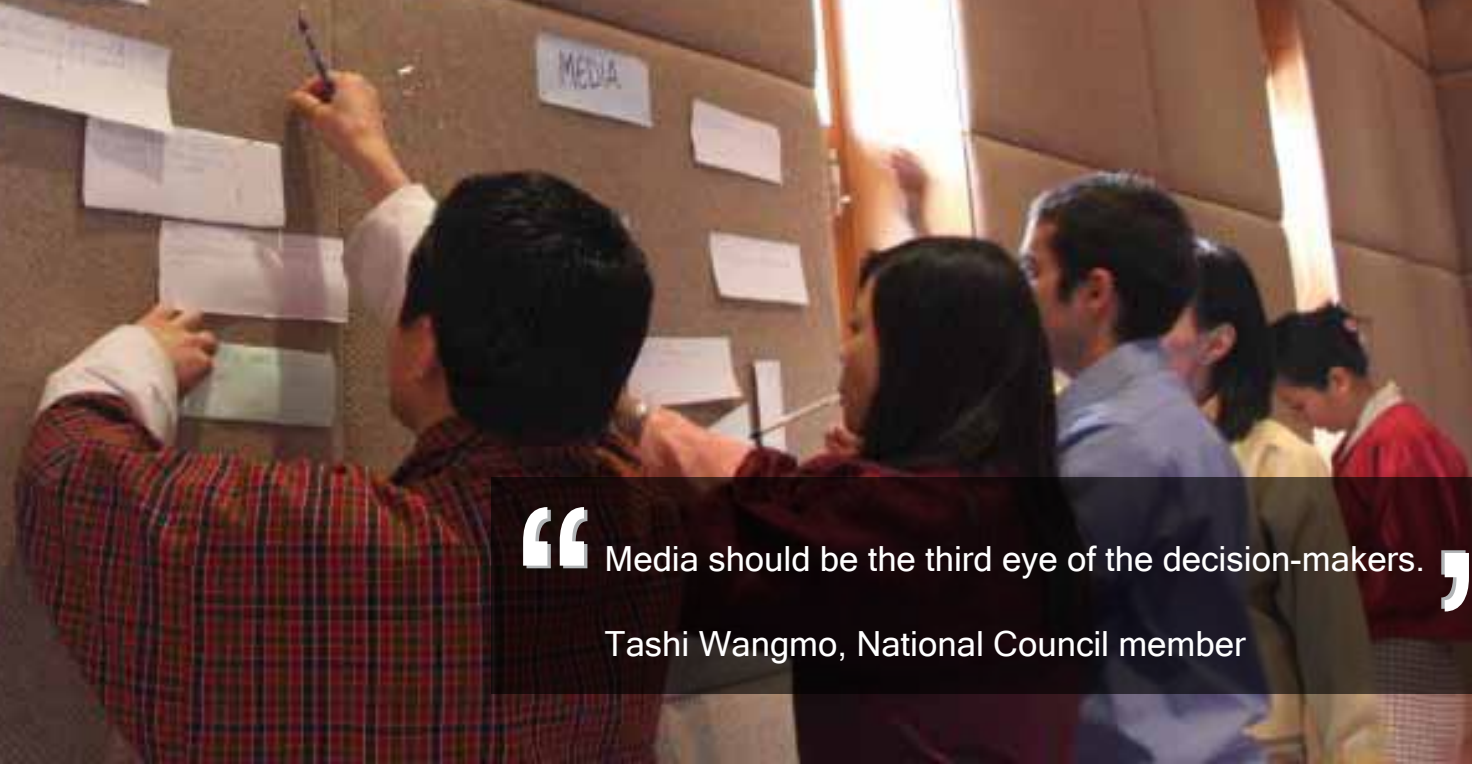
THE ONE BURNING QUESTION/ ISSUE
THAT YOU HAVE ON THE FREEDOM
OF EXPRESSION / MEDIA

Non-MEDIA

MEDIA

Handwritten notes and sticky papers on the Non-MEDIA section of the wall.

Handwritten notes and sticky papers on the MEDIA section of the wall.



“ Media should be the third eye of the decision-makers. ”
Tashi Wangmo, National Council member

In Bhutan's young democracy, the media remains a relatively weak institution compared to the other three key institutions of legislative, judiciary and executive. Though media in Bhutan have expanded rapidly and shown signs of taking on the task of being a watchdog of society, most journalists are new and lack professional training. Much of media reporting lacks depth and investigation, and often falls short of providing the incisive analytical reporting we need to be informed citizens today.

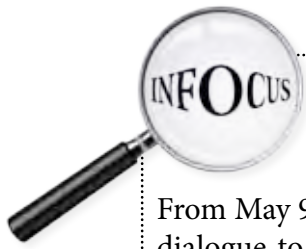
To help strengthen the media to take on its role as the "Fourth Estate", BCMD has provided forums, trainings, and conducted seminars to strengthen media to play its part in Bhutan's changing social, economic, and political environment.



■ 'Media in Bhutan has an opportunity to develop an approach that is not simply confrontational' - Claire Van der Vaeren, UNDP Res Rep. at the Bhutan Media Dialogue, 2012.



■ Youths learn strength based methods to solve problems at the 'Appreciative Inquiry' workshop.



Media Dialogue

From May 9 to May 10, BCMD organized its second media dialogue to engage local media practitioners, public servants, and international media experts together in conversation. Members of the media fraternity rarely find time for meaningful, face-to-face give-and-take with their readers – citizens of all stripes – and thus dialogues are such important opportunities to promote understanding, to provide a space for critical reflection, and ultimately to facilitate Bhutan's path to a vibrant democracy.

This year's theme focused on "Freedom of Expression in the Service of Society": the breakthroughs in the media's ability to write and report freely, without fear or favour, barriers that they continue to face in collecting and reporting information, and an exploration of ways to address those barriers.

Throughout the dialogue, both media and non-media participants emphasized the responsibility that media must honour to society. In his opening remarks, Dasho Kinley (MoIC) argued that the political change from monarchy to democracy must be accompanied by a change in consciousness – one in which everyone reflects what he or she ought to do to make a positive difference in society. As society's main source of information, "journalists need to think and inspire others to think".

Additionally, media need to model free expression that most

effectively creates impact. "The notion that media can only be heard when negative," Claire Van der Vaeren (UNDP Resident Representative) said, "is like a chicken-or-the-egg argument. Media in Bhutan have an opportunity to develop in approach that is not simply confrontational."

Now, with the improvement of information and literacy infrastructures, media also has an opportunity to contribute to social and economic development. The media is a key actor in developing messages that are accessible and attractive to the general public, but also convey very fundamental knowledge and influence behaviour. This educational function of media is especially important with elections coming up in 2013, in which voters should not only be educated on how to vote, but why it is important. Radio, as the most popular medium in Bhutan, must be leveraged to achieve these ends.

While this "developmental role" is important, media must not confine themselves to it. Above all, media's responsibility is to the people, especially those marginalised and under-represented. "In South Africa," Guy Berger (UNESCO) reflected, "media pressure politicians to meet the needs of the people. They do this by identifying priority issues beforehand (such as poverty) that they always reflect in their coverage." In the context of Bhutan's upcoming elections, this means that media should not simply provide a 'fair' platform for parties to share their manifesto; it means that people should have a say in setting the agenda, and should thus also have their voices heard in the media.



Covering Economics and Finance

Date: May 28th -31st May, 2012

Aim: To improve technical knowledge and professional skills of Journalist who cover economics , finance and business from Bhutan.

Facilitator: Anya Schiffrin, Columbia University and Graham Watts

Results and Impacts:

Handouts and guidelines on economic reporting provided useful resources and materials that will benefit not just the individual but their news papers and stations.

Individual mentoring resulted in more in depth reporting in the days ensuring the seminar.

Real life case studies were provided through news conference to explain different facets of the current economic situation in Bhutan, and the government's attempts at addressing the current currency and economic situation.

Media Sensitisation Workshop for Gewog Administration Officers

The means of communication are multiplying, transforming the ways individuals, organisations and governments can relate and share information and knowledge. But this revolution has not touched the lives of the very poorest groups. The information and communication revolution needs to be deeper, more open and inclusive.

BCMD, therefore, conducted second media sensitisation workshop and training for the Gewog Administration Officers(GAOs) to pave the way for an informed and participatory society in Bhutan. The 3 day workshop started from 9th January to 11th January 2012.

About 45 GAOs from five dzongkhags, Thimphu, Paro, Haa, Punakha, and Wangdue Phodrang attended the workshop. GAOs learned about what a “focal person” does and their role in information sharing, the need for greater trans-



■ A Gewog Administration Officer from Punakha sharing his concern about social media.

parency at the gewog level, and why access to information is important in a democracy.

The workshop covered aspects of online engagement and included sessions on citizen journalism, art of interviewing, code of ethics and social media. Participants learnt about the need for fact checking and accuracy, and how to write news releases. Participants met editors from TV and press to discuss the state of media in Bhutan and the constraints that Bhutanese media faced in getting access to information.

The final day of the workshop saw GAOs learn to engage on the pilot gewog web page that BCMD has created. With this they are expected to post news, discussions and other information related to their gewog.

Programme Area 4

RESOURCE PRODUCTION

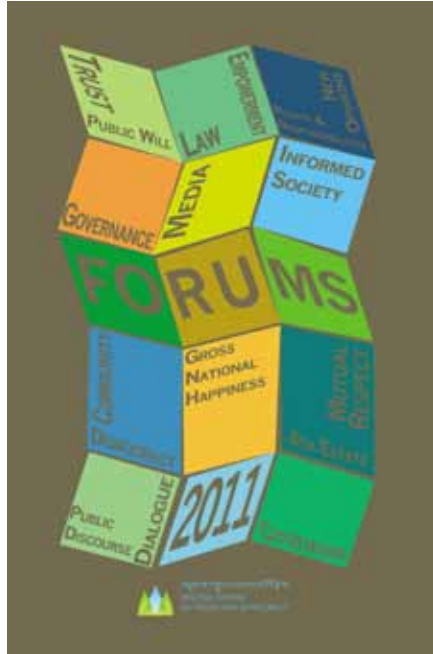


As a small nation in a globalised world, Bhutanese learn more about the world than about ourselves through the global media. As an evolving democracy, we need more Bhutanese inspired writing, stories. With a dearth of resources currently existing on media and democracy that are relevant to Bhutan's context. As our democracy unfolds BCMD focuses on producing content that can be used by teachers, parents, political parties, students, and members of civil society to deepen their understanding of these issues.



■ 'Who's Responsible?', a publication for children was launched at the Thimphu Public Library. Copies were distributed to libraries and non-formal education centres.

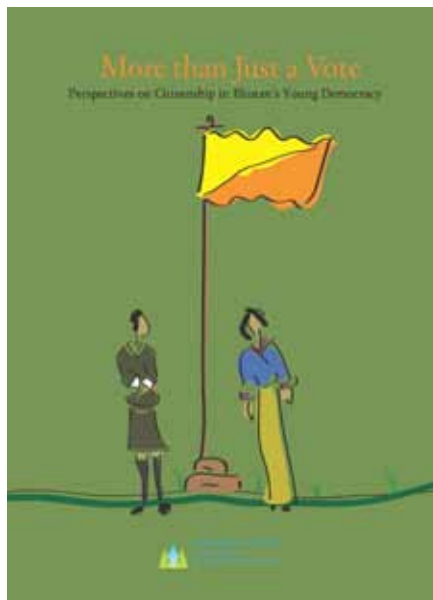




← **Forums 2011**

Democracy gains depth through the exchange of diverse views that strengthen civil society and opens up healthy discourse. BCMD creates the space for such discourse by conducting regular forums on issues that are vital to the understanding of democracy. In this publication, we have compiled presentations from these forums on such topics as the role of ‘public space’ in a democracy, the future of broadcasting in Bhutan, media literacy, youth and democracy and the challenges to democracy in Bhutan.

More than Just a Vote



← The change to democracy brings with it certain freedom and privileges but freedom and privileges cannot be taken to encompass all of what democracy represents and requires of its citizens. The challenge, “Beyond the Ballot” was held on September 15, 2010 to commemorate Bhutan’s gift of democracy and to encourage the entrants to explore what it means to be a citizen in the form of stories and pictures. All 18 articles and 6 pictures in this book represent the views of the writers on what citizenship means to them.

“These books serve as resource materials to the students and in a way also help them understand media and democracy.”

Librarian, Royal Thimphu College

“Natural responsibility” carries its meaning in the name itself. It is the kind of responsibility that is born with a citizen, the responsibility meant to be the primary duty of the person, which the citizen takes full pride and ownership of without any externalities or pressure. It is the kind of responsibility that comes naturally to the person because he or she is the citizen of the country.”

Lilly Yangchen, Lungtenzampa MSS
(Winner, Secondary School Category)

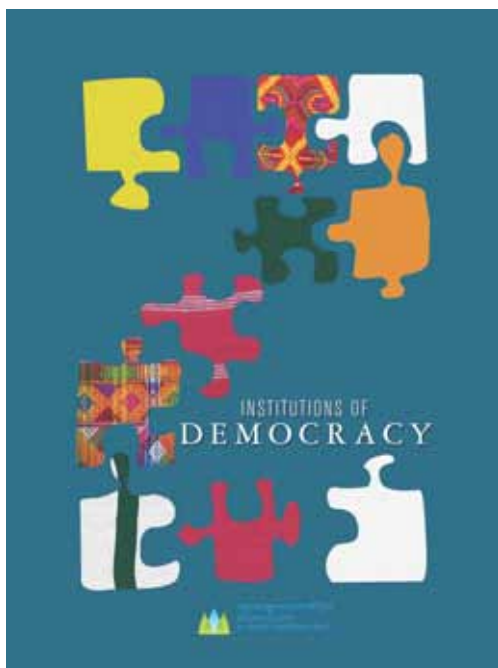


← **Reflecting Change in Modern Bhutan**

Bhutan is a 21st century country where tradition is powerful. As the country evolves it is important to seek out and describe significant changes in the family, culture, society and community. The 19 stories and one picture story in this book represent the work of 13 writers who gathered in Thimphu in 2012 to participate in the 3rd Creative Non-fiction Writing Workshop, themed “Reflecting Change in Modern Bhutan.” The stories in this book are about, changes in views of marriage to ritual and conflict resolution to B- pop to memories of family picnics and ancient monasteries.

“I realised that a non-fiction writer is a mirror which reflects the realities without distortion. We shouldn't be biased or moralistic. Such exercises will help create literature authored by the Bhutanese on Bhutanese issues rather than seeing Bhutan through the eyes of foreign writers. I look forwarding to being part of similar programs BCMD may conduct in future. I shall definitely put what I learnt from the workshop to use by writing something as I travel though the journey of life.”

Lobzang Rinzin Yargay,
Bhutan National Legal Institute

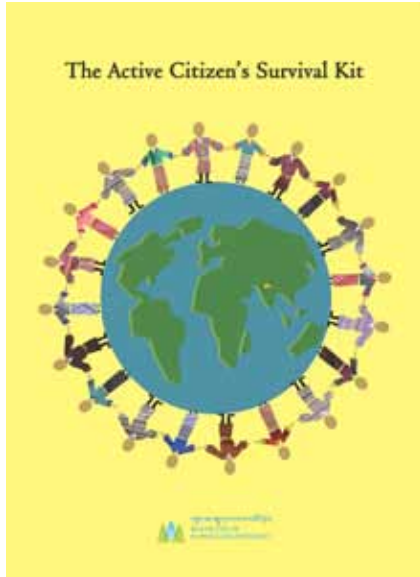


← **Institutions of Democracy**

Bhutan’s democratic institutions include legislative, judicial and the executive parts of the government, as well as several “constitutional agencies”. The Institutions of Democracy contains articles about how these systems work, their responsibilities, how they are related to one another, how non-constitutional agencies, such as media and CSOs represent and provide for the needs of the people. The book serves as a concise introduction to these different structures of the new constitutional democracy in Bhutan.

“I found the book, Institutions of Democracy, easy to understand as the words used were not very sophisticated or advanced. A student studying at a higher secondary level would be able to understand the contents of this book. Since the book has updated information, it can be a reference to history and civic textbooks in the schools. The book contains a lot of information that is useful and important for a citizen to understand as a citizen of a democratic state. The siting of examples for different cases under Judiciary of Bhutan was helpful.”

Norbu Tshering, Teacher
Punakha Higher Secondary School



← **Active Citizen's Survival Kit**

The booklet serves as a guide to the constitution of Bhutan- contains articles from the constitution on our rights and responsibilities and volunteering and tips on how to be an active citizen. Copies have been shared with teachers and students who have attended our workshops.

“The reference on “Educating for citizenship” which is a compilation of Lesson plans and supplemental documents provides the guidelines in discussing and understanding the importance of how we can carefully choose to consume media and how we let media affect us. With the recent round of elections and political campaigns that we had, Bhutan has already seen how rumours can be spread via various media and let it cause tangible consequences. This is where the ideology of the ‘news literacy’ can be so crucial”.

Ugyen Kelzang, Teacher,
Jigme Sherubling Higher Secondary School



← **Who's Responsible?**

The second in a series of the children's book on Democracy was published in 2012. The theme of the book was on “Responsibility”. Yuden is going to Yangtse community school in a remote part of Bhutan and she learns about responsibility at home and at school. Be it in doing a small house hold chore of feeding the calf or taking care of her little sister or fixing a broken door of their class room. The book is fun to read as it shows us how we can be active citizens and contribute to your community in your own little ways. Copies have been sent to the primary schools, community schools, extended classrooms and non-formal education centres across the country. Available in both English and Dzongkha.

“I like the book because it tells me about responsibility and that we should not be absent minded, another thing which I like is that it tells us that we should listen to our mother's advice and we should not be irresponsible for in our household chores.”

Yeshi Choden Salden, Student, Class 4,
Zilukha Lower Secondary School



A ROAD TO DEMOCRACY

2008

Bhutan Centre for Media and Democracy was formed



The hosting of the 1st Creative Non-fiction writing workshop to enable aspiring writers to share their stories 4 such workshops have been held contributing to a stronger citizen's voice in our publications in press and online



Started the Public Spaces Initiatives with the forum, "Can we have democracy without public spaces?"

2010

BCMD was formally registered as a Civil Society Organisation (CSO)

May, Hosted the first Media Dialogue



The first media clubs started in colleges that now produce their regular college newspaper and hold activities to spread awareness of media and democracy literacy



Gewog Administrative Officers from 90 different gewogs were trained on media literacy and how to use media responsibly to share stories from gewog.

Media Nomads



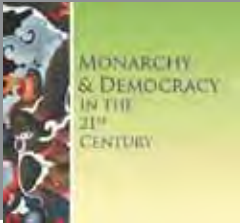
The first Media Nomad's Workshop held

2009

Piloted Media Clubs



Hosted our first ever documentary film-making workshop for youth



Academics and journalists met in a conference to explore Monarchy and Democracy in the 21st century prompting thinking, discussion and a publication on the theme

The Public Service Broadcasting Seminar resulted in a set of recommendations to enshrine public service obligations in BBS and broadcasters



2011

Printed our very first issue of Mi-khung. Started out as a biannual newspaper but changed it to thrice a year in 2012. Also launched our first series of children's book on Democracy in the same year.

2012

Educating for Citizenship Workshop for teachers. In collaboration with Stonybrook University and Royal Education Council



The fundamentals of debate

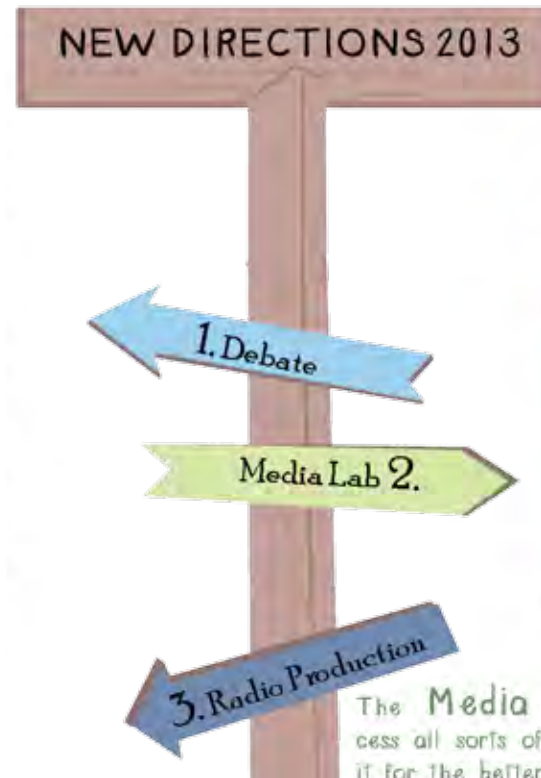
Democratic societies thrive on dissent, discussion and debate. Too often, however, societies all over the world provide poor role models for children (and adults) trying to learn the skills to be effective, active, and responsible communicators in that democratic society.

To buck this trend in Bhutan, BCMD, in collaboration with the Royal Thimphu College, began training students to engage in a different style of debate – one that is civil but also fun! The programme introduced students to the fundamentals of debate: listening, argumentation, and refutation.

The month-long training culminated in public debates on the Tobacco ban and the zero tolerance plan. We hope to continue working with college students throughout Bhutan to train them in this essential democratic skill!



“Jurwa”, a 25 episode radio drama produced by BCMD. The story takes place in a village named Gakithang. Residents in this village are living through an important period in Bhutan’s history as the nation’s democracy evolves. The radio series was aired live on BBS 2 and Kuzoo FM



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THE MEDIA LAB
 LIVING YOUTH & VOICE

The Media Lab is a dynamic space where youth can access all sorts of digital media equipment and learn how to use it for the betterment of Bhutanese society. The Media lab will not only provide a space where young people can come to learn, but also offer different types of events and programmes aimed at developing young people’s civic and creative capacities.

Programmes will be focussed in 2 key areas:

1. Community- Building Events
2. Media Trainings

For more information, Please visit the Media Lab website:
www.bhutanmedialab.com

FUNDING OVERVIEW

BCMD, Balance Sheet Statement as of 31- 12- 2012

| ASSETS | |
|-------------------------------------|---------------------|
| Current Assets | |
| Petty Cash (BCMD) | 30,175.60 |
| BNB Current Account (BCMD) | 560,947.28 |
| BCMD_Druk PNB | 4,008,317.20 |
| DIPO/BNB | 4,027,430.91 |
| Total Current Assets | 8,626,870.99 |
| Other Current Assets | |
| Employee Advance | 49,460.00 |
| Total other current assets | 49,460.00 |
| Total Current Assets | 8,676,330.99 |
| Fixed Assets | |
| 301 - Furniture & Fixture | 277,060.20 |
| 302 - Computers/ Electronics | 679,501.60 |
| Total Fixed Assets | 956,561.80 |
| TOTAL ASSETS | 9,632,892.79 |
| Liabilities and Equity | |
| Equity | |
| Retained Earnings | 4,142,033.73 |
| Net Income | 3,489,959.05 |
| Total Equity | 9,632,892.79 |
| Total Liabilities and Equity | 9,632,892.79 |

Prepared by:

 ASSISTANT ADMINISTRATIVE OFFICER
 BHUTAN CENTRE FOR MEDIA AND DEMOCRACY

Verified by:

 EXECUTIVE PROFESSIONAL DIRECTOR
 BHUTAN CENTRE FOR MEDIA AND DEMOCRACY



BCMD, Cash Flow Statement as of 31- 12- 2012

| | |
|--|---------------------|
| OPERATING ACTIVITIES | |
| Net Income | <u>5,489,959.06</u> |
| Adjustments to reconcile Net Income to net cash provided by operations: | |
| Employee Advance | -49,460.00 |
| Net cash provided by Operating Activities | <u>5,440,499.06</u> |
| INVESTING ACTIVITIES | |
| 301 - Furniture & Fixture | -138,300.00 |
| 302 - Computers/ Electronics | -266,992.50 |
| Net cash provided by Investing Activities | <u>-405,292.50</u> |
| Net cash increase for period | <u>5,035,206.56</u> |
| Cash at beginning of period | 3,591,664.43 |
| Cash at end of period | <u>8,626,870.99</u> |

Prepared by:

 ASSISTANT ADMINISTRATIVE OFFICER
 BHUTAN CENTRE FOR MEDIA AND DEMOCRACY

Verified by:

 EXECUTIVE PROFESSIONAL DIRECTOR
 BHUTAN CENTRE FOR MEDIA AND DEMOCRACY



BCMD, Income & Expenditure Statement as of 31-12- 2012

Income

| | |
|----------------------------------|----------------------|
| Bhutan Foundation | 167,153.95 |
| UNDP/UNDEF | 3,757,493.00 |
| Global Giving | 247,357.88 |
| Other Income | 1,300.00 |
| CSO-Fund Facility | 506,000.00 |
| Open Society Foundation (OSF II) | 2,225,223.00 |
| Reserve Fund (DPNB) | 2,681,797.20 |
| DIPD | 4,027,430.91 |
| Total Income | 13,613,755.94 |

Expense

| | |
|---|---------------------|
| Core Operations Costs | 2,348,761.00 |
| Recurrent costs | 900,352.63 |
| Maintenance & Misc. | 265,098.00 |
| Expenses for Activities | 3,405,148.62 |
| Resource production | 1,117,815.60 |
| BCMD Fundraising and Capacity Development | 86,621.00 |
| Total Expense | 8,123,796.85 |

Net Income

5,489,959.09

Prepared by:-



Jigme Choden
Admin/Finance Officer

Bhutan Centre for Media and Democracy



ASSISTANT ADMIN/FINANCE OFFICER
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BHUTAN CENTRE for MEDIA AND DEMOCRACY
www.bcnd.bt

Verified by:-



Siok Sian Pek-Dorji
Executive Professional Director

Bhutan Centre for Media and Democracy



EXECUTIVE DIRECTOR
འབྲུག་འབྲུག་འབྲུག་དཔལ་ལྷན་ཁང་གི་འཛིན་སྐྱོང་བ།
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ACKNOWLEDGEMENTS

BCMD's Board of Directors

- Dr. Tashi Wangchuk, CEO, Thunder Motors
- Kesang, General Manager – Radio, Bhutan Broadcasting Services
- Nancy Strickland, Executive Director, Bhutan Canada Foundation
- Phuntsho Choden, Research and External Relations, Royal University of Bhutan
- Siok Sian Pek-Dorji, Executive Director, Bhutan Centre for Media and Democracy
- Tashi Choden, Director, Secretariat for National Development Paradigm (SNDP)

BCMD's Advisors

- Howard Schneider, Stony Brook University
- James Bettinger, Stanford University
- James H. Ottaway Jr
- Judith Brown
- Kavi Chongkittavorn, The Nation Multimedia Group, Thailand
- Professor Mark Mancall, Stanford University
- Sonam Choki, Royal Institute of Management (RIM)

BCMD's Supporters

BCMD would like to acknowledge and thank the following institutions and individuals for their support

Institutions:

- Bhutan Foundation
- Bhutan Youth Development Fund (YDF)
- Civil Society Organisation Funding Facility (CSOFF)
- Danish Institute for Parties and Democracy
- Druk Air Corporation
- Druk Green Power Corporation (DGPC)
- Geographic Expeditions
- Global Giving
- Meyers Charitable Fund
- Open Society Institute/Open Society Foundation
- Raffles Institute, Singapore
- The UN Democracy Fund (UNDEF)

TESTIMONIES



“Who’s Responsible discusses basic democratic concepts like responsibility, election, fairness, and voting in every day contexts. It colourfully brings out simple, but crucial, lessons on becoming responsible at home and at school.”

Needrup Zangpo, Editor,
Bhutan Observer



“Media Nomads provides a platform for the youth to showcase their talents, know more about media literacy and documentary filmmaking, and it gives us a space to voice out our opinions. Through this we can spend our holiday productively and fruitfully.”

Lilly Yangchen, Student,
Lungtenzampa Middle
Secondary School



“As a Media Nomad, I feel that I also belong to Bhutan; that I have a voice, a right to report the cases that have not been covered.”

Karma Tenzin, Student and
Founder of Sherubtse Media
Society

STAY CONNECTED

Bhutan Centre for media
and Democracy
Lower Motithang, Thimphu, Bhutan
P.O. Box 1662

Ph: +975(2)327903

Fax: +975(2)327219

Email: bcmd@bcmd.bt

Website: www.bcmd.bt

Twitter ID: @Bhutan_CMD

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ENGAGE



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